

Michael F. Easley
Governor



State of North Carolina
Office of the Governor

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GOV. EASLEY BREAKS GROUND FOR NASCAR HALL OF FAME IN CHARLOTTE
Hall of Fame Will Attract 400,000 Visitors Annually

RALEIGH – Gov. Mike Easley and officials from NASCAR and the City of Charlotte today broke ground for the new NASCAR Hall of Fame and NASCAR Plaza in the Queen City. The Hall of Fame, which will feature interactive exhibits, videos and driver memorabilia, is expected to open by the end of 2009, but no later than March 31, 2010.

“Today, the first official NASCAR Hall of Fame takes the green flag in the birthplace of stock car racing,” Easley said. “The Hall of Fame will become a required pit stop for NASCAR’s loyal fans and a place for those new to the sport to learn what all the cheering is about. Today, we begin a new era in racing history for all North Carolinians and for anyone across the nation and around the globe who loves the sport of auto racing.”

In March 2006, NASCAR selected Charlotte as the site of the Hall of Fame. The City of Charlotte projects the Hall of Fame will attract 400,000 visitors each year. A study by the University of North Carolina at Charlotte estimates that the Hall of Fame will generate about \$62 million annually for the state’s economy and create more than 700 new jobs for the area.

Motorsports businesses contribute almost \$6 billion a year to North Carolina’s economy and provide more than 24,000 direct and indirect jobs. There are more than 1,000 motorsports-related businesses across North Carolina including testing facilities, memorials, museums and more than 50 race tracks.

Charlotte is home to approximately 100 Nextel Cup, Busch Series and Craftsman Truck Series teams and Lowe's Motor Speedway, which hosts 2 Nextel Cup, 2 Busch Series, 1 Craftsman Truck Series and the annual NASCAR Nextel All-Star Challenge race.

The Charlotte Regional Visitors Authority and Lauth Property Group also hosted today’s groundbreaking. The NASCAR Hall will be operated by Charlotte Regional Visitors Authority, but NASCAR will have the sole responsibility for inducting members.

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